



SAN DIEGO'S SPORTS & ACTIVE LIFESTYLE CLUSTER

With miles of coastline, near-perfect weather and research and development (R&D) expertise, San Diego provides an optimal environment for companies that create products or services that cater to active people everywhere. Widely considered the birthplace of U.S. surfing, San Diego's sports and active lifestyle (SAL) cluster has evolved to include a range of enterprises that provide specialized business services to companies, as well as training and coaching facilities and event planning groups. In North County San Diego along the 78 Corridor, world-renowned golf companies, including Callaway, Cobra Puma, and TaylorMade, are just a drive away from one another.

In 2019, San Diego's sports innovation will be on display as the region hosts the inaugural World Beach Games, a 10-day Olympic-style event that will feature more than 20 beach-style sports.

HIGHLIGHTS

- » **Hole in one:** The world's largest golf companies, including TaylorMade, Callaway, and Titleist are headquartered in San Diego.
- » **Talent:** San Diego is home to some of the best action sports athletes in the world, including Tony Hawk, Shaun White, and Rob Machado.
- » **Economic impact:** San Diego SAL companies account for nearly \$2.2 billion in economic activity.¹
- » **Cycling:** San Diego is home to 227 local specialty bike retail shops, employing 1,226 people and supporting \$220 million in annual sales.²

KEY COMPANIES

- | | |
|--------------------|----------------------------|
| » Callaway Golf | » Sector 9 |
| » GoPro | » SKLZ |
| » Nixon | » Sticky Bumps Surf Wax |
| » Reef | » TaylorMade Golf |
| » Rusty Surfboards | » VAVi Sport & Social Club |



INNOVATION



MILITARY



TOURISM



LOCAL



INTELLECT

SPOTLIGHT

Padres Pedal the Cause

This annual event in San Diego brings together cancer fighters, families, friends, and the life sciences communities in celebration to raise funds for local cancer research. Participants cycle, spin, run, walk, volunteer, and come together at Petco Park to find a cure. Since the inception of the event in 2013, more than 55,000 participants and donors have raised over \$7.1 million, funding nearly 40 collaborative cancer research projects in San Diego.



RESOURCES

San Diego Sport Innovators

SDSI is a nonprofit business accelerator and trade organization that connects and drives the growth of Southern California's vibrant sports economy by offering elite level networking, innovative programs and services for startups, mature companies, and service providers.
sdsportinnovators.org

San Diego Sports Commission

The San Diego Sports Commission works with the San Diego Tourism Authority to find and secure the best hospitality for all events in-market. The group also helps navigate the city's permitting process, connect events, and market and promote all events locally to ensure their success.
sdsportscommission.com

San Diego Hall of Champions

The San Diego Hall of Champions is the nation's largest multi-sport museum. It was established to recognize San Diego's outstanding athletic accomplishments and traditions and provide a backdrop for all types of events in an atmosphere of San Diego's rich and diverse sports history.
sdhoc.com

BY THE NUMBERS

EMPLOYMENT NUMBERS

In 2017, the region's sports and active lifestyle cluster directly supported more than 26,800 jobs spread across a variety of manufacturing and recreational industries.³

Employment by Key Industries in the Sports and Active Lifestyle Cluster

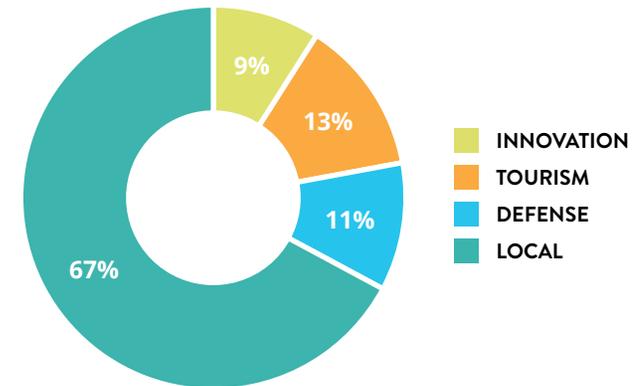
Industry	Employment
Footwear Manufacturing	20
Motorcycle, Bicycle, and Parts Manufacturing	60
Sporting and Athletic Goods Manufacturing	2,420
Sporting and Recreational Goods and Supplies Merchant Wholesalers	1,730
Sporting Goods Stores	3,450
Sports and Recreation Instruction	2,350
Golf Courses and Country Clubs	3,570
Skiing Facilities	10
Marinas	500
Fitness and Recreational Sports Centers	8,370
Bowling Centers	460
Other shared industries within cluster	3,870
Total Sports and Active Lifestyle Cluster	26,810

OUR ECONOMIES

The vitality of San Diego's economy is reliant upon the strength of the region's four economic drivers - innovation, military, tourism, and local.

Sports and active lifestyle is an essential part of the region's local and tourism economy.

Employment Comparisons
Across the San Diego Region's Economic Drivers⁴



Sources: 1. San Diego Sport Innovators, "San Diego County's Sports and Active Lifestyle Industry", 2013 2. San Diego Sports Innovators, "San Diego, CA North America's Cycling Capital", 2016 3. EMSI, Industry Table, 2017 4. San Diego Regional EDC, Traded Economies analysis with BLS data, 2016

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